

# MARKETING

The Master of Science-Marketing at the University of Michigan-Dearborn equips you with skills necessary to manage core marketing functions, and it allows you to choose among numerous electives to tailor the degree to a wide variety of positions.

The degree is open to students from all undergraduate majors and all levels of work experience.

The program is offered on campus, and some courses are also available on-line. You may enroll on a full- or part-time basis during the fall and winter semesters, depending on your choice of electives, and some courses are often available during the summer. The program often can be completed within 10-12 months of full-time study.

Admission is rolling, and you may begin the program in September or January. May admission is also usually possible for part-time students.

## MS-Marketing Program Goals and Objectives

**Goal 1:** MS-Marketing students will demonstrate understanding of core marketing concepts.

**Objective:** MS-Marketing students will demonstrate a knowledge of marketing concepts, terminology, models, and perspectives.

**Goal 2:** MS-Marketing students will be able to apply knowledge of core marketing concepts to organizations and business situations.

**Objective:** MS-Marketing students will identify business problems and apply appropriate marketing solutions.

## MS-Marketing Admission Prerequisites

- Mathematics admission prerequisite
- GMAT/GRE admission prerequisite, unless applicant qualifies for the GMAT/GRE waiver

## MS-Marketing Curriculum

Code	Title	Credit Hours
<b>Core Courses</b>		
DS 520	Applied Statistical Modeling	3
MKT 515	Marketing Management	3
MKT 564	Graduate Market Research	3
MKT 565	Advanced Marketing Management	3
MKT 620	Understanding Customers	3
MKT 621	Advertising and Promotion	3
<b>Electives</b>		
Choose four from the following:		12
ACC 505	Devel & Interp Financial Info	
ACC 539	Not-for-Profit Accounting	
ACC 555	Cost Management	
BE 530	Econ Analysis: Firm & Consumer	
COMM 550	Prin of Organizational Comm	
COMM 570	Adv Technical and Prof Comm	
DS 633	Data Mining for Business Appl	

IMSE 515	Fundamentals of Program Mgt
IMSE 516	Project Management and Control
MKT 622	Global Marketing
OM 521	Operations Management
OM 571	Supply Chain Management
OM 662	Product Dvlpmnt & Tech Mgmnt
PAPP 505	Intro to Public Admin
<b>Total Credit Hours</b>	
	30

Previous coursework deemed substantially similar to DS 520, if completed with a grade of 'B' or better, may qualify to exempt students from that course. Exempt courses must be replaced with other approved courses in the degree program.

In addition, up to 6 transfer credits for previous equivalent graduate coursework, if completed with a grade of 'B' or better, may be applied to the degree if those credits have not previously been counted toward a degree.

Exemptions and transfer credit are granted at the discretion of the program faculty.

Any MKT graduate level course not listed on the core courses will be considered an elective for this program.

### MKT 515 Marketing Management 3 Credit Hours

This course examines the concepts, problems and techniques associated with the activities of bringing both consumer and industrial products to the marketplace. Topics include: consumer and industrial buyer behavior, market segmentation, target marketing, as well as product, place, promotion and pricing strategies. Particular emphasis is placed on analysis of cases.

#### Restriction(s):

Can enroll if Class is Graduate

### MKT 564 Graduate Market Research 3 Credit Hours

The goal of this course is to familiarize students with marketing research concepts and techniques. The collection, analysis and interpretation of data for better managerial decision making will be emphasized. Topics include: problem definition, research design, questionnaire construction, sampling, statistical analysis, presentation and evaluation of research findings. (F, S, W)

**Prerequisite(s):** (DS 520 or IMSE 514) and MKT 515

#### Restriction(s):

Can enroll if Level is Rackham or Graduate

### MKT 565 Advanced Marketing Management 3 Credit Hours

This course examines the current challenges facing the marketers, ranging from industry deregulation, Internet revolution to globalizing. Looked at closely are the emerging issues impinging on marketing decision, particularly in regard to focused marketing, relationship marketing, competitive advantage, positioning, and the marketing mix strategies. Term project and case analyses are important components of the course.

**Prerequisite(s):** MKT 515

**MKT 620 Understanding Customers 3 Credit Hours**

This course introduces students to concepts and theories developed in the behavioral sciences (economics, marketing, psychology, sociology, and anthropology) in relation to their influence on consumer behavior. The course is designed to provide students with an in-depth understanding of consumer markets in order to develop effective marketing strategies.

**Prerequisite(s):** MKT 515

**MKT 621 Advertising and Promotion 3 Credit Hours**

This course approaches advertising and promotional strategies and tactics from an integrated marketing communications perspective. The course is designed to provide students with an understanding of the various marketing mix elements, including advertising, sales promotion, public relations, direct marketing, event sponsorship, and the Internet in order to develop effective marketing communication strategies.

**Prerequisite(s):** MKT 515

**MKT 622 Global Marketing 3 Credit Hours**

This course draws from key concepts in marketing, business economics, and operations management to provide a comprehensive account of global marketing issues and strategies. This course is designed to give students several opportunities to apply the theories and concepts they have learned in class, primarily through the use of Country Manager simulation and a series of case analyses.

**Prerequisite(s):** MKT 515 and BE 530 and (OM 521 or IMSE 580 or EMGT 520)

**MKT 623 Business to Business Marketing 3 Credit Hours**

This course examines the differentiating aspect of industrial (business to business) marketing and the operational and strategic issues associated with them. Covers target marketing, marketing mix and strategic decisions involved in business markets. Case studies are an important feature of the course.

**Prerequisite(s):** MKT 515

**MKT 624 Service Marketing 3 Credit Hours**

This course examines the development and management of services in a changing and growing global marketplace. Among the challenges addressed will be the development of global service marketing strategies, the process for the development of new services, the role of climate and culture within the organization, strategies for customer retention, quality management and measurement in a service organization, and insights into service demand and the structure of the service industry.

**Prerequisite(s):** MKT 515

**MKT 625 Global Sourcing and Logistics 3 Credit Hours**

This course examines concepts in international purchasing and logistics to provide an in-depth understanding of the international supply chain. The course will examine how sourcing and logistics activities change and become more complex in the global environment. These aspects will be discussed in terms of the opportunities, challenges, and changing customer requirements presented by trading blocs, emerging markets, and developing countries.

**Prerequisite(s):** MKT 515

**MKT 626 E-Tailing and Retailing 3 Credit Hours**

Increasingly immune to traditional media, shoppers make bulk of their brand decisions in-store. Retailers (brick-and-mortar and Internet) play a vital role in a brand's success in the marketplace. This course provides a comprehensive understanding of the current retail landscape. It introduces students to significant issues and analysis frameworks of 21st century retailing strategy and management, including retailing over the Internet, or 'E-tailing.' The Internet presents challenges and opportunities to all retailers. Shoppers shape retail success. Retailers, brick-and-mortar and Internet, are challenged to enhance customer experience, customer service and customer satisfaction. The students will learn the complexities and nuances of shopper behavior, shopper demographics, and how shopper decisions are influenced by store design, store environment, store atmosphere and merchandizing, in brick-and-mortar and Internet stores. The course will elevate and enhance students' readiness and advancement in retail, brand management and marketing careers. Format: Lecture and discussion, industry reports, group presentations and guest speakers. Regular attendance, class discussions, assignments, written reports and exams.

**Prerequisite(s):** MKT 515

**Restriction(s):**

Can enroll if Class is Graduate

**MKT 628 MKT Turning Data into Revenue 3 Credit Hours**

The objective of this course is to provide a systematic approach to harnessing data to drive more effective marketing decision making and implementation. This course assumes a basic understanding of statistics but does not emphasize the mathematics behind the concepts. Combines with conceptual knowledge about the markets of interest, data is used to build a more profitable marketing practice. Topics covered include segmentation and targeting, positioning, customer value assessment, and new product and service design. By completing this course, you will be well on your way to making the ROI case for expenditures that companies are increasingly asking of the executives.

**Prerequisite(s):** MKT 515

**Restriction(s):**

Can enroll if Class is Graduate

Can enroll if Level is Rackham or Graduate